

EXPERIENCE MAPPING

Facilitation Deck



What is an Experience Map?

An experience map illustrates **the current state** of the user experience. It identifies pain points across multiple touchpoints with your business.

Group tasks into phases

TASKS

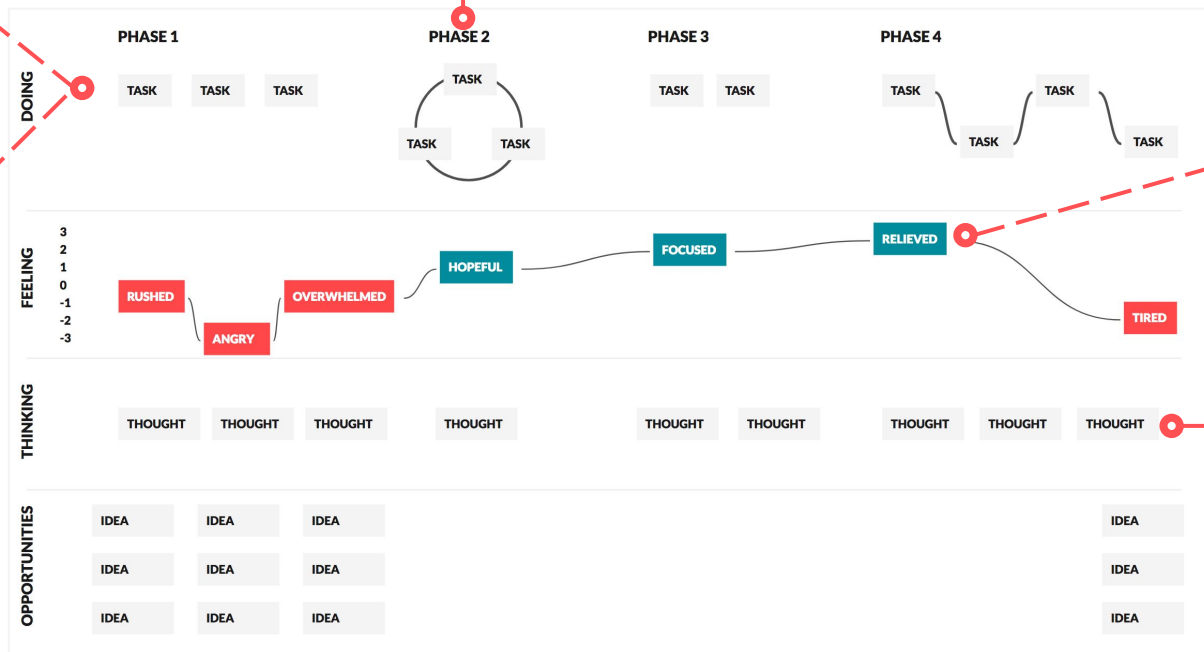
Things people do when they interact with your organization.

CHANNELS

The mediums people use to accomplish tasks.

OPPORTUNITIES

Ways to solve pain points in the experience.



FEELINGS

How the experience emotionally affects people.

THOUGHTS

Compelling anecdotes from customers.

Benefits

- Visibility to cross-channel pain points
- Identify and prioritize areas of opportunity
- Transform siloed teams into collaborative teams
- Build empathy for users across the company and create a culture of user-centered thinking

Our Agenda

Doing

- Brainstorm Tasks
- List Channels
- Present & Order
- Advanced Ordering
- Phases
- Review

Feeling

- Brainstorm Feelings
- Present & Rank
- Review

Thoughts

- Brainstorm Thoughts
- Present & Order
- Review

Opportunities

- Pick a Pain Point
- Brainstorm Ideas
- Present Ideas
- Discuss idea impact
- Repeat for more pain points

Define The Map “Lens”

- An aggregate of all personas.
- A specific persona.
- A high level goal or task.
- Specific channels.

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DOING

Actions, environment, and channels

6 Steps

1. Brainstorm Tasks
2. List Channels
3. Present & Order
4. Advanced Ordering
5. Phases
6. Review

01. Brainstorming

doing

Think back to the last time you
_____.

Write each step you took on a sticky
note.

To make things simple, just complete
this sentence: *The last time I*
_____, I..."



5 - 10 MINUTES

EXAMPLE

The last time I shopped at
the grocery store I...

Made a shopping
list

6 Steps

1. ~~Brainstorm Tasks~~

2. **List Channels**

3. Present & Order

4. Advanced Ordering

5. Phases

6. Review

02. Channels

doing

Read your tasks to yourself. On each task write down the tool or medium you used to complete the task.

The last time I shopped at the grocery store I...

Made a shopping list

Channel: Pen and Paper

EXAMPLE CHANNELS

- Phone call
- Video call, e.g. Zoom
- Face-to-face interaction
- Shared document, e.g. Google Drive
- Live chat, e.g. intercom or slack
- Printed materials
- Specific devices: laptop, desktop computer, mobile phone, tablet, kiosk.
- Web vs native
- Voicemail

6 Steps

~~1. Brainstorm Tasks~~

~~2. List Channels~~

3. Present & Order

4. Advanced Ordering

5. Phases

6. Review

03. Present & Order

doing

We're going to go around the room and each of you will read each of your sticky notes out loud. As you read the notes out loud, put them on the board in chronological order. The order doesn't need to be perfect — we can easily move things around.

DOING

TASK

TASK

TASK

TASK

TASK

TASK

TASK

TASK

TASK

TASK

TASK

TASK

TASK

TASK

TASK

TASK

FEELING

THINKING

OPPORTUNITIES

6 Steps

~~1. Brainstorm Tasks~~

~~2. List Channels~~

~~3. Present & Order~~

4. Order Again

5. Phases

6. Review

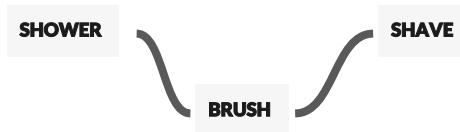
05. Order Again

doing

Think about which tasks might happen sequentially, in a flexible order, or on a cycle. Use the symbols below to mark sequential, cyclical, and flexible tasks on the map.

FLEXIBLE ORDER

Get Ready For Work



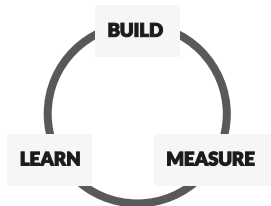
SEQUENTIAL

Make Coffee



CYCLICAL

Build Software



THE MAP AT THIS POINT

DOING

TASK

TASK

TASK

TASK

TASK

TASK

TASK

TASK

TASK

TASK

TASK

TASK

FEELING

THINKING

OPPORTUNITIES

6 Steps

~~1. Brainstorm Tasks~~

~~2. List Channels~~

~~3. Present & Order~~

~~4. Order Again~~


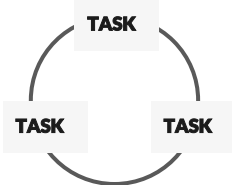


5. Phases

6. Review

05. Phases

doing

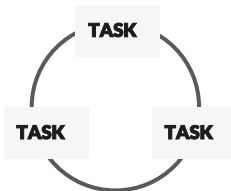
Mark and name phases at the top of the map. Draw vertical lines between each phase.

Phase 1	Phase 2	Phase 3	Phase 4
			

PHASE 1



PHASE 2



PHASE 3



PHASE 4



DOING

FEELING

THINKING

OPPORTUNITIES

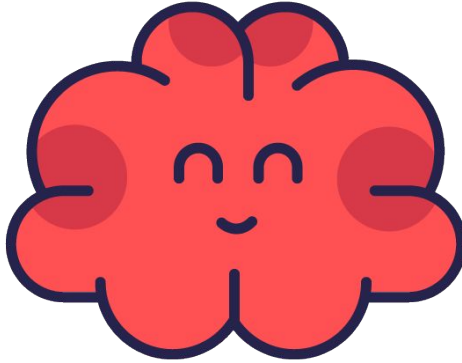
06. Review

doing

- Walk the map from left to right and narrate the story.
- Fill in any missing pieces.

Brain Break

5 Minutes



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FEELING

Emotions, pain points, and motivations

01. Brainstorming

feeling

Read through the tasks in the doing row to yourself, from left to right. For each task, think about how you felt. If you had a particular emotion, write it down on a card.

To make it simple, you just need to complete this sentence
“I felt _____ because _____.”



5 - 10 MINUTES

The last time I shopped at
the grocery store I...

Made a shopping list

I felt Frustrated

Because I couldn't
remember what items
I had at home

Negative Feelings

- Confused
- Anxious
- Frustrated
- Pressured

Positive Feelings

- Focused
- Excited
- Hopeful
- Impressed

02. Order Cards

feeling

We'll go around the room and read our sticky notes out loud. As you read each card out loud, place it on the board beneath the task that made you feel that emotion.

I've drawn a scale here on the board, ranging from 2 to -2. If the emotion you felt was very negative, put it here at the bottom of the scale. If it was very positive, put it at the top of the scale.

DOING

Made a shopping list

FEELING



2



1



0



-1



-2

I felt frustrated because I couldn't remember what items I had at home

THE MAP AT THIS POINT

DOING

PHASE 1

TASK

TASK

TASK

PHASE 2

TASK

TASK

TASK

PHASE 3

TASK

TASK

PHASE 4

TASK

TASK

TASK

TASK

FEELING

2

1

0

-1

-2

RUSHED

ANGRY

OVERWHELMED

HOPEFUL

FOCUSED

RELIEVED

TIRED

THINKING

OPPORTUNITIES



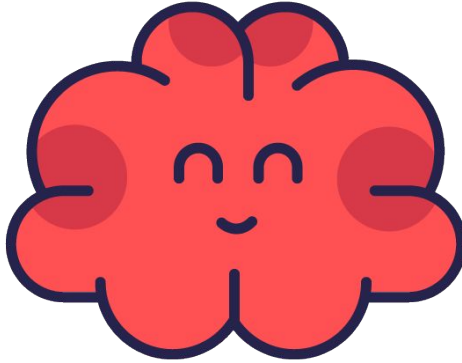
03. Review

feeling

- Walk the experience map and tell a narrative about what customers did and how it made them feel.
- Clarify anything that is unclear.

Brain Break

5 Minutes



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THINKING

Questions, expectations, and anecdotes

01. Brainstorming

thinking

Read the doing row again to yourself, from left to right. For each step, if you recall a thought you had while completing that step, write it down on a card.

DOING

Made a shopping list

THINKING

I want to make guacamole,
but I'm not sure if our
avocados have gone bad.

02. Present & Order

thinking

We'll go around the room and read our sticky notes out loud. As you read each card out loud, place it on the board beneath the task that sparked that thought.

THE MAP AT THIS POINT

DOING

PHASE 1

TASK

TASK

TASK

PHASE 2

TASK

TASK

TASK

PHASE 3

TASK

TASK

PHASE 4

TASK

TASK

TASK

TASK

FEELING

3
2
1
0
-1
-2
-3

RUSHED

ANGRY

OVERWHELMED

HOPEFUL

FOCUSED

RELIEVED

TIRED

THINKING

THOUGHT

THOUGHT

THOUGHT

THOUGHT

THOUGHT

THOUGHT

THOUGHT

THOUGHT

THOUGHT

OPPORTUNITIES

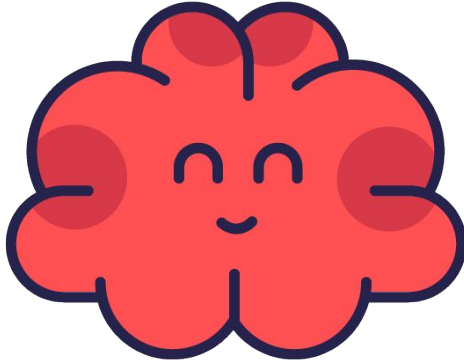
03. Review

Doing, feeling, thinking

- Review of the entire experience map.

Brain Break

5 Minutes



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OPPORTUNITIES

Solution ideas, assessed for effort vs impact

01. Pick a Pain Point

opportunities

- Start with the most painful one
- Can't decide? Work top to bottom, left to right

02. Brainstorm

opportunities

If you had a magic wand, how would you make this experience less painful? Write each idea down on a card.

If you're having trouble expressing your idea in words, try drawing a sketch.



5 - 10 MINUTES

DOING

Made a shopping list

FEELING

I felt frustrated because I couldn't remember what items I had at home

THINKING

I want to make guacamole, but I'm not sure if our avocados have gone bad.

OPPORTUNITIES

An app that tracks when I bought the avocados and how long they typically last

03. Present Your Opportunities

opportunities

Read your *opportunity* cards out loud. As you read the ideas, place them on the board beneath the pain point they solve.

TIP

At this stage, avoid passing judgment on any ideas. We'll talk about impact next.

THE MAP AT THIS POINT

DOING

PHASE 1

TASK

TASK

TASK

PHASE 2

TASK

TASK

TASK

PHASE 3

TASK

TASK

PHASE 4

TASK

TASK

TASK

TASK

FEELING

3
2
1
0
-1
-2
-3

RUSHED

ANGRY

OVERWHELMED

HOPEFUL

FOCUSED

RELIEVED

TIRED

THINKING

THOUGHT

THOUGHT

THOUGHT

THOUGHT

THOUGHT

THOUGHT

THOUGHT

THOUGHT

THOUGHT

OPPORTUNITIES

IDEA

IDEA

IDEA

04. Impact

opportunities

Think about how much each idea will positively impact shoppers. Mark a tally somewhere on the impact scale. If you don't know, mark "Not Sure"

IMPACT

High

Medium

Low

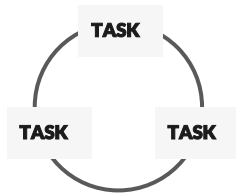
Not sure

THE MAP AT THIS POINT

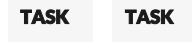
PHASE 1



PHASE 2



PHASE 3



PHASE 4



DOING

FEELING

3
2
1
0
-1
-2
-3

RUSHED

ANGRY

OVERWHELMED

HOPEFUL

FOCUSED

RELIEVED

TIRED

THINKING

THOUGHT

THOUGHT

THOUGHT

THOUGHT

THOUGHT

THOUGHT

THOUGHT

THOUGHT

THOUGHT

OPPORTUNITIES

IDEA



IDEA



IDEA



05. Discuss Disagreements

opportunities

IMPACT

High



Medium

Low



Not sure

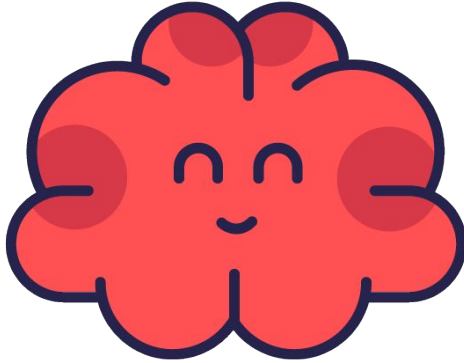
06. Repeat

opportunities

For each pain point, repeat steps 1 – 5.

Brain Break

5 Minutes



Final Review

opportunities

For each pain point, repeat steps 1 – 7.

Thank You!

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